

HOUSE JOINT RESOLUTION 534
By West

A RESOLUTION to honor and commend Bill Hudson on the 35th anniversary of the founding of Bill Hudson and Associates.

WHEREAS, in 1963, Bill Hudson founded Bill Hudson and Associates, an exemplary business that has become one of the most respected and successful advertising and public relations firms in the nation. He now serves as President and Chief Executive Officer of the firm; and

WHEREAS, Mr. Hudson earned a degree in communications from Southern Illinois University and showed early signs of his future success through his work in radio sales and promotions. He also produced sports broadcasts for 31 stations; and

WHEREAS, expertly serving clients in a variety of categories and geographic locations BHA's mission is to direct all possible resources toward achieving positive results; and

WHEREAS, quality is strongly emphasized at Bill Hudson and Associates; each associate is a seasoned professional who shares and understands the firm's commitment to excellence; and

WHEREAS, Bill Hudson and Associates has grown steadily; in 1990, BHA acquired Perkins and Edwards, and in 1991, it established affiliate relationships with firms in Memphis and Jackson, Mississippi; and

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WHEREAS, Bill Hudson was one of the originators of the the vision of Tennessee becoming a leading tourist attraction, a vision which became a reality with the great promotional work of his firm. Bill Hudson and Associates admirably promoted tourism and economic development in Tennessee with the popular “Elvira and Elrod” characters, the “Follow Me to Tennessee” campaign, and the first major advertising and promotional campaign for the Gatlinburg area; and

WHEREAS, Bill's “Tennessee Trash” commercial won the first CLIO award given to a Tennessee advertising firm; and

WHEREAS, under Bill's outstanding guidance, the firm has been a consistent leader among Nashville agencies, winning national, regional and local marketing awards; and

WHEREAS, Bill has been instrumental in making Tennessee a major professional sports center through his promotion of the Sara Lee Classic Ladies Professional Golf Association Tournament, an exciting event started 11 years ago; and

WHEREAS, he was one of the first persons to realize the importance of the music industry to Nashville and Tennessee; as a result of Bill's early work in promoting the music industry, he was affectionately known as “The Mayor of Music Row”. He was selected as a member of the Board of Directors of the Country Music Association, as an advisor to the Gospel Music Association and as Executive Director of the Nashville Chapter of the National Academy of Recording Arts and Sciences (NARAS); and

WHEREAS, Bill Hudson's firm has generously donated their services to more than 50 not-for-profit groups, including: Nashville's Table, the Tennessee Environmental Council, the American Cancer Society, the Ronald McDonald House, the Oasis Center, the Vanderbilt University Children's Hospital, the Salvation Army, Crittendon Services, Saddle Up, the American Lung Association and the W. O. Smith School of Music; and

WHEREAS, a highly regarded member of the advertising and public relations professions, Bill Hudson helped to bring the national meeting of the American Advertising Federation to Nashville and served as the local coordinator of the event; and

WHEREAS, he was a co-founder of the National Advertising Agency Network, founded the National Public Relations Network, and is the only person who has served as president of both the Nashville Advertising Federation and the Middle Tennessee Public Relations Society of America; and

WHEREAS, one of Mr. Hudson's biggest accomplishments was his helping to preserve WSM Radio as a clear channel; and

WHEREAS, Bill Hudson is a superb representative of the finest traditions of the "Volunteer State", having worked tirelessly for many charitable and civic endeavors; and

WHEREAS, he has served admirably as state chairman and member of the Board of Directors of the Easter Seal Society, as a member of the Board of Directors and consultant of the Middle Tennessee YMCA, one of the fastest growing Y's in the nation, and has served as a mentor and advisor to countless persons who have started advertising and public relations firms in the Nashville area; and

WHEREAS, Bill Hudson also took a four-month leave of absence to spearhead the historic meeting of the United Nations in Nashville, one of only two times that the U.N. has ever met as a body outside of New York City; and

WHEREAS, he also adroitly produced the very successful Operation Desert Storm concert in Centennial Park to honor United States troops; the event attracted more than 10,000 persons and received international acclaim; and

WHEREAS, it is fitting that we pause in our deliberations to honor and commend Bill Hudson for the major contribution made by Bill Hudson and Associates to the advertising and public relations professions, to Nashville and to Tennessee; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE-HUNDREDTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we honor and praise Bill Hudson on the occasion of the 35th anniversary of the founding of Bill Hudson and Associates and wish him much continued success. We express our deepest appreciation to him for his numerous contributions to his profession, economic development, the music industry and civic groups.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.